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Diana T Fritz 06/05/2007 10:47:04 AM From DB/Inbox: Search Results

Cable  
Text:

UNCLASSIFIED

SIPDIS  
TELEGRAM

January 27, 2003

To: No Action Addressee  
Action: Unknown  
From: AMEMBASSY ABU DHABI (ABU DHABI 437 - ROUTINE)  
TAGS: OIIP, SCUL, KPAO  
Captions: None  
Subject: STILL RELEVANT: ARABIC BOOKS AT THE SHARJAH  
INTERNATIONAL BOOK FAIR  
Ref: None

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UNCLAS ABU DHABI 00437

SIPDIS  
CXABU:  
ACTION: PAO  
INFO: ECON POL AMB DCM  
Laser1:  
ACTION: PAO

DISSEMINATION: PAO  
CHARGE: PROG

APPROVED: ADCM:TWILLIAMS  
DRAFTED: PAO:AHOSHAN  
CLEARED: PAO:TPONCE

VZCZCADI219  
RR RUEHC RUEHZN RUEHEG RUEHAM  
DE RUEHAD #0437 0271100  
ZNR UUUUU ZZH  
R 271100Z JAN 03  
FM AMEMBASSY ABU DHABI  
TO RUEHC/SECSTATE WASHDC 8095  
INFO RUEHZM/GCC COLLECTIVE  
RUEHEG/AMEMBASSY CAIRO 0025  
RUEHAM/AMEMBASSY AMMAN 0426

UNCLAS ABU DHABI 000437

SIPDIS

FOR NEA/PPD (CBOURGEOIS, JDAVIES); IIP/G/NEA; IIP/T/CP;  
IIP/G/IR; RBO CAIRO, AMMAN

E.O. 12958: N/A  
TAGS: KPAO OIIP SCUL TC  
SUBJECT: STILL RELEVANT: ARABIC BOOKS AT THE SHARJAH  
INTERNATIONAL BOOK FAIR

**¶1. SUMMARY:** THE PUBLIC AFFAIRS OFFICE IN ABU DHABI  
RECENTLY PARTICIPATED IN THE SHARJAH INTERNATIONAL BOOK  
FAIR, ONE OF POST'S MAJOR ANNUAL CULTURAL ACTIVITIES.  
PAO DISPLAYED AND SOLD MORE THAN 300 TITLES TO PRIVATE  
INDIVIDUALS, OFFICIALS, AND REPRESENTATIVES FROM A WIDE  
RANGE OF EDUCATIONAL AND CULTURAL INSTITUTIONS. OUR  
PARTICIPATION REAFFIRMED THE USEFULNESS OF RBO ARABIC  
BOOKS AS AN EFFECTIVE OUTREACH TOOL AND EXEMPLIFIED OUR  
LONG-TERM CULTURAL AND EDUCATIONAL COMMITMENT TO THE  
UAE. END SUMMARY.

¶12. THE PUBLIC AFFAIRS OFFICE IN ABU DHABI PARTICIPATED IN THE TWENTY-FIRST SHARJAH INTERNATIONAL BOOK FAIR, FROM DECEMBER 30, 2002, TO JANUARY 9, 2003. THE SHARJAH BOOK FAIR REPRESENTS A MAJOR REGIONAL CULTURAL EVENT THAT IS WIDELY ATTENDED BY SCHOLARS, ACADEMICS, AND PUBLISHERS FROM THE UAE, GCC, AND OTHER MIDDLE EASTERN COUNTRIES. THE U.S. EMBASSY BOOTH EXHIBITED MORE THAN 300 TITLES OF RBO BOOKS, ENGLISH TEACHING MATERIALS, AND IIP MATERIALS. THE RULER OF SHARJAH, DR. SHEIKH SULTAN BIN MUHAMMAD AL-QASSIMI, OFFICIALLY OPENED THE FAIR AND SPENT TIME AT THE U.S. BOOTH DISCUSSING U.S. POLITICS AND POST'S MATERIALS WITH AMBASSADOR MARCELLE WAHBA, PAO KATHERINE VAN DE VATE, AND OTHER EMBASSY STAFF. MAJOR PURCHASERS INCLUDED THE SHARJAH CULTURAL DEPARTMENT, A VARIETY OF PRIVATE SCHOOLS, PUBLIC LIBRARIES, AND SHARJAH UNIVERSITY. HOWEVER, MORE THAN 150,000 PEOPLE, 40,000 OF THEM STUDENTS, ATTENDED THE BOOK FAIR.

¶13. THIS PROGRAM BUILDS ON POST'S LONG-TERM COMMITMENT TO CULTURAL AND EDUCATIONAL RELATIONS BETWEEN THE U.S. AND THE UAE. WHILE OVERSHADOWED BY THE INCREASED MOBILIZATION OF U.S. MILITARY AGAINST IRAQ, POST'S PARTICIPATION FOSTERED MUTUAL UNDERSTANDING BY GIVING VISITORS AN OPPORTUNITY TO ACQUIRE CURRENT TITLES ON U.S. CULTURE, POLITICS, AND GOVERNMENT IN ARABIC. THIS PROGRAM FURTHER SUPPORTED MPP THEMES "DEMOCRACY AND U.S. SOCIETY" AND "MUTUAL UNDERSTANDING." PARTICIPATION IN THE SHARJAH BOOK FAIR ALSO ALLOWED US TO PRESENT U.S. CULTURE AND VALUES TO A WIDE RANGE OF INTELLECTUALS, MEMBERS OF THE MEDIA, AND STUDENTS, INCLUDING BOTH UAE NATIONALS AND EXPATRIATE ARABS.

¶14. RESULT/IMPACT: EXCELLENT. IN SPITE OF THE INTENSE POLITICAL ENVIRONMENT ASSOCIATED WITH THE CURRENT MOBILIZATION OF U.S. TROOPS IN THE REGION, POST SUCCEEDED IN OBTAINING MAXIMUM EXPOSURE FOR IIP MATERIALS AND TRANSLATED AMERICAN PUBLICATIONS, SELLING MORE THAN 500 BOOKS. THOUSANDS OF PEOPLE VISITED THE BOOTH, INCLUDING SENIOR GOVERNMENT OFFICIALS, SHEIKHS, INTELLECTUALS, AND FACULTY MEMBERS FROM SEVERAL UNIVERSITIES AND COLLEGES. DUBAI TV CARRIED A 5-MINUTE INTERVIEW WITH AMBASSADOR MARCELLE WAHBA WHO COMMENTED ON THE IMPORTANCE OF POST'S PARTICIPATION AND THE RBO PROGRAM. DURING THE INTERVIEW, AMBASSADOR WAHBA HIGHLIGHTED A RANGE OF IMPORTANT BOOKS, INCLUDING MANY NEW TITLES.

WAHBA